





Station KSL-TV SALT LAKE CITY  
Advertiser ( ) NRCC-NATL REPUB CONG  
Product NRCC IE 2012  
Estimate# 2597  
Buyer TRACEY ROBINSON  
Phone#  
Fax#  
Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2597  
Flight Dates 09/07/2012 - 09/13/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAMIE ANDRUS  
Salesperson Phone# 202-872-1155  
Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
34	M-TH	KSL 5 NWS-10	10P-1035P	:30	09/10-09/13	4	\$1,800.00	4

Rating: 7.3

Buyline Comment: 1/DAY

39 M,W  
Rating: 3.4  
TONITE SHW-NBC

41 SU  
Rating: 4.4  
SPORTS BEAT SU

42 F  
Rating: 3.4  
TONITE SHW-NBC

---REPORT TOTALS---

Report Totals: 41 / \$28,175.00

---SALES MONTHLY TOTALS---

Sep 12: 41 / \$28,175.00  
Sales Totals: 41 / \$28,175.00  
Station Totals: 41 / \$28,175.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$93,917  
CABL 0% KJZZ 0% KSL 30% KSTU 0% KTVX 0%  
KUCW 0% KUTV 0% UNKN 70%

Books null  
Demos RA35+